

Re: CAN-SPAM Act Rulemaking, Project No. R411008



To the Commissioners,

I applaud your efforts to curb the problem of unsolicited bulk email. However, I am deeply concerned about the proposed requirement for merchants to maintain suppression lists.

While I understand that the problem of SPAM is critical, the proposal to maintain suppression lists is going to hurt more honest businesses than it is going to get the spammers.

There are so many problems and costs associated with the proposed suppression lists, that I feel I must urge you to consider this matter most carefully.

Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

Trying to track a persons intent when unsubscribing or trying to track all the people who have permission to send out an email or article that I have written is impossible.

If I publish an article that can be freely reprinted across the net and someone sends it to their list which somehow does not comply with the suppression list, this could be a disaster for all involved. And there is no real control over the actions of others – even with the suppression list in place.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light

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of these problems,

I have spent 2 years building an honest business from the ground up. The implementation of this law could destroy everything I worked for.

I know this was not the intent of the law – but without stopping the implementation of the suppression list, that is exactly what will happen.

Please consider a different method that will not hurt honest businesses.

Respectfully,



Lisa Suttora  
Seattle, WA USA